



Department of Administration Communications Plan 2004-2005

July, 2004

Guiding Value: Commitment to Communication

We ...

Believe that open, positive, and honest communication is critical to our employees, our customers, and the citizens of Idaho.

Department Goal

Provide responsive, cost effective, and timely support services to Idaho's policy makers and public agencies.

Strategic communication activities (internal and external) will support/promote the following objectives in response to the Department Goal including:

Objective 1: Effectively serve Idahoans through the use of e-government.

- **Strategy:** Build statewide awareness and promote capabilities of Idaho's official web portal **www.idaho.gov** through external press releases and other internal mediums.
- **Strategy:** Promote accessibility/capability of **State Employee Portal** to internal agencies.
- **Strategy:** Inform citizens of modernization of State's **Public Safety microwave system** beginning with internal/external communications for completion of eastern build-out by December of 2004; leading to announcement of replacement of state's conventional analog two-way radio systems with digital trunked radio with target completion date of 2013.
- **Strategy:** Support Office of **Administrative Rules** in informing internal and external constituency groups of streamlined operations.

- **Strategy:** Provide, as requested, support to **Network Services** staff to communicate its efforts to improve the state's network reliability, capacity and security to stakeholders.
- **Strategy:** Promote Department's use of e-government applications through submission of innovative projects for consideration of professional association **IT Award Recognition** (CSG, NASCIO, NASCA, etc.)

Objective 2: Optimize the taxpayers' real property and facility assets by judiciously managing the utilization, maintenance and leasing costs of buildings.

- **Strategy:** Support the **Idaho Capitol Commission** and the Division of Public Works through preparation and distribution of *Renewal News* newsletter, informing Statehouse tenants/employees of impending Capitol restoration/renovation activities.
- **Strategy:** Build awareness throughout Divisions of Department's **Air Pollution Response Plan**, accessibility of new website on the Intranet, and related measures to control emissions through Department communication mediums.
- **Strategy:** Support Department in its role to serve as lead agency for coordinating **energy efficiency and conservation** measures (Executive Order 2001-04) through information mediums.
- **Strategy:** Build awareness among agencies of lease opportunities in newly acquired **Borah Building**, supporting Department's strategy of leasing approximately one-half of the building to federal tenants, and filling remaining half with agency personnel as their Boise leases expire. (Fill 50% of vacant space by end of FY 05, and remaining half by end of FY 07).

Objective 3: Continue to update government's procurement processes and culture to interlink with evolving purchasing technologies for an outcome that serves the immediate needs of agencies and their citizen customers quicker, easier, and more cost effectively.

- **Strategy:** Build awareness of Department's **e-procurement processes** through established information mediums including Department electronic newsletters, intranet, Employee Portal, trade journals, and agency information outlets.
- **Strategy:** Provide information support to Purchasing staff in building awareness toward DOP's embracement of **contract management administration** and related reporting requirements and agency involvement.

Objective 4: Focus insurance management efforts on loss control, prevention, and wellness efforts while maximizing health/dental coverage within allocated funds for the benefit of our state workforce.

- **Strategy:** Support the Division of Internal Management Systems in its efforts to build awareness among state employees and retirees of the **value of their group insurance** benefits, contracts and funding mechanisms.
- **Strategy:** Develop specific Communications Plan for implementation in FY 05 to provide a **multi-faceted communications effort** to reach all stakeholders. Regarding the state health and benefit plan. Support awareness efforts of pilot Wellness Program to be implemented in FY 05 in cooperation with the Office of the Governor.

Objective 5: Improve by 3% annually until the Department's annual customer/agency satisfaction rating of 92 has been achieved. Maintain at least a rating of 92 thereafter.

- **Strategy:** Working with Administrators and Department Director, provide appropriate communications **tools and activities** to support specific strategies as identified in the Department's Strategic Plan.
- **Strategy:** Work with Administrators to develop **communications plan** for efforts in distributing information to **external stakeholders** including state agencies, vendors, and the general public.

Objective 6: Provide increased training opportunities to enhance the departments human resources asset.

- **Strategy:** Promote and build awareness of current and potential **training and professional development** opportunities within the Department, in cooperation with the department's Human Resource manager and respective divisions.

Objective 7: Continue to develop and increase employee communications and satisfaction within the Department.

- **Strategy:** Continue **Admin Bi-Weekly** and **Admin Bulletin** electronic newsletters for all employees. Update and provide timely and accurate information regarding department policies, organizational changes, employee news and activities, via the Department's Intranet.
- **Strategy:** Continue to support and promote activities of Department's **Workforce Development Committee** and build awareness of its informal and formal employee recognition programs, retention and developmental activities.

Objective 8: Develop financial reporting for all Department programs that will provide accurate, timely and analytical data to monitor budget variances by the 15th of each month for administrators and program managers, and to partner with them in providing sound oversight and compliance with set standards.

Measurement is to maintain accounts receivable turnover ratio of 45 days or less annually, and to average 15,000 transaction annually per DIMS financial specialist.

Communication Plan Components

Face-to-Face Meetings

In support of ongoing efforts to improve **Job Satisfaction** and the **Work Environment**, the following face-to-face meetings, at a minimum, should be conducted to ensure that all employees have direct access to information via their Supervisors and Division Administrators.

- **Staff meetings** with direct reports held at least twice a month or anytime there is a major personnel or policy change in the Division or Department. Staff will contribute to the meeting agenda and the meetings will be a forum for information update and open discussion.
- **Division meetings** held at least four times a year with Administrators and all employees.
- **Department meeting** should be conducted annually, budget permitting.
- **Face-to-Face Meeting process:** “When work groups or divisions hold meetings, there should be some simple required procedures in place for conducting the meeting,” employees have expressed in recent surveys. It was recommended “someone be appointed to take minutes and make them available for information purposes.”

Department Text/Print/Electronic Communications

Efforts continue to bring **consistency in appearance and format** to the Department's numerous newsletters, brochures, etc., highlighting Division services to agency customers and citizens.

- ***Standardization of Department forms, worksheets, print publications:***
During FY04, a work group comprised of individuals from each division will assess and evaluate usage of all department forms, worksheets, brochures, etc., to determine consistency of appearance and to identify duplication in dissemination methods.
- ***Publication Guidelines***
In support of the Department's goal to serve as a *model for best practices* to state agencies, *Publication Guidelines* will be prepared for all Divisions to follow in preparation and use of Department forms, worksheets, print publications, including newsletters, brochures, press releases, etc. The perception the Department leaves through its publications and other information sharing resources, should signal to customers and employees that the Department is a professional, excellent, quality government agency.
- ***Admin Bi-Weekly***, the department's electronic newsletter, was changed in early 2002 from weekly to bi-weekly issuances. Survey findings and informal feedback continue to show employees are very satisfied with the electronic newsletter.
- ***Admin Bulletin*** is issued on an *as needed basis* to announce specific policy and staffing changes or late-breaking information relative to overall Department operations. Both the ***Admin BiWeekly*** and as needed *Bulletins* will be prepared for posting to the department's Intranet, and employees will be notified by e-mail that the information is accessible.
- ***E-Mail information/alerts*** will be disseminated periodically by the Department Executive and Human Resources staff as well as Facilities Services for quickly providing information regarding (security, benefit/human resource notices, community service activities, etc), which may be of interest to all employees.
- ***Annual Report*** of the Department is published on-line with limited hard copies made available. The Office of Insurance Management posts all of its publications, i.e., "Risk Management Advisor" "Benefit Focus" and IBHP newsletters and benefit manuals online. The State Employee Telephone Directory is also accessible on-line.

- **Department Internet Website:** In coordination with the standardization of all department forms used by the various divisions to conduct business and gather information, an update of all information and its presentation on the Internet website will be undertaken during FY 04-05. The website was last updated as part of its re-design in 2000. The website will reflect the new appearance of the state's web portal: www.idaho.gov
- **Department Intranet Website:** The Intranet website continues to be enhanced by the Department's Webmaster. With the involvement of the Information Technology Resource Management Council, the department is providing a forum for all state agency Web Masters to meet periodically to discuss common issues and needs. The ITRMC in April of 2002 established **Web Publishing Policies** for citizen ease-of-use and navigation, and for logical and consistent presentation of web-based materials and services.
- **State of Idaho Employee Portal:** The Department, along with an increasing number of state agencies, continues to utilize the official State of Idaho Employee Portal as a major source for information dissemination appropriate to all state employees. The Division of Internal Management Systems used the portal during 2004 to inform state employees and retirees of changes in their health care benefit coverages. DOA Divisions will continue to provide pertinent information and links to all employees via the new portal.

Employee Feedback & Recognition – Workforce Development Committee

The *Workforce Development Committee* has created two employee recognition programs in support of its purpose of supporting activities to assist the Department in its retaining and recruiting a quality workforce.

- **Informal Program.** Using brightly colored cards highlighting the Department's five Guiding Values, employees can at their discretion acknowledge the efforts of their peers, by selecting a card (Guiding Value) and writing a note of thanks or appreciation to a colleague who demonstrates the attributes of that respective value. The card displays will be made available at high traffic areas in all Division locations.
- **Formal Program.** A more formalized program involving nominations of outstanding employees (can be both individuals and teams) in four categories: Team Quality; Customer Service, Innovation, and Going the Extra Mile will occur to coincide with the Department's Annual Meeting and/or the annual State Employee Appreciation Week activities.
- Provide support to *Workforce Development Committee* efforts to research **tools and methods** in which to **measure** employees' satisfaction and communication needs. (Measurement to be established during FY 05).

Department Commitment to Communication

The Department of Administration strives to create a leadership environment where all employees – not just managers – will exhibit leadership skills and qualities.

As a part of the Department's Strategic Plan, **"Guiding Values"** are established to enable employees to be innovators and problem solvers, to serve customers better through their initiative.

A **formal philosophy and commitment to communication** appears within the "Guiding Values" of the *Strategic Plan* and is reinforced by its prominent display in the Department's *Policy and Procedures Manual/Handbook* and the new ***Employee Orientation Program***.

Discussions about communication roles and responsibilities will be held during the orientation process for every new employee.

It remains the responsibility of each employee to take advantage of all the employee communication tools available to him or her.

Performance Reviews

The State of Idaho **Performance Management Program** reflects accountability for effective communications in its *Performance Standards* for all Supervisory/Management.

Those standards include:

- **Communications**
- Customer Focus
- Managing Performance
- Results Focus
- Work Environment/Safety

Performance management establishes a year-round partnership between employee and supervisor while creating a shared understanding about what is to be accomplished and how it is to be done. Continuous communication provides feedback and documentation to the employee about his or her work.

(Revised June 2004)